

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA  
Friday, January 10, 2020 – 10:00am to 12:00pm  
Woodward Park City -Elevated Triangle Café  
3863 Kilby Road  
Park City, UT 84098**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett - 10:10 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:15 am
4. Marketing Committee Report:
  - a. Get More Mountain Time Advertising Campaign Update - Jonathan Smithgall, Media Buyer, Love Communications - 10:25 am
  - b. Winter in Southern Utah Advertising Campaign Update - Jonathan Smithgall - 10:35 am
  - c. Three-Season Marketing Creative Update – Scott Sorenson, Struck – 10:45 am
5. Action Item:
  - a. Vote on \$50,000 from TMPF carry-forward funds for Women in Travel marketing - Dave Williams, Associate Managing Director, Utah Office of Tourism – 11:00 am
6. International Marketing Update – Rachel Bremer, Global Markets and Destination Development Manager, Utah Office of Tourism - 11:10 am
7. Content Update - Dinosaurland Video - Andrew Gillman, Content & Creative Manager, UOT - 11:30 am
8. UTIA Update: Kaitlin Eskelson, Executive Director, Utah Tourism Industry Association - 11:40 am
9. Announcements/Upcoming Events – Board and Public - 11:50 am

**Meeting adjourned**

**The next board meeting will be held on Friday, February 14<sup>th</sup> from 10:00am to 12:00 pm at a location to be determined in or near Salt Lake City.**

**UTAH OFFICE OF TOURISM GOALS**

1. Create Global Brand
2. Strengthen partnerships
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state